

**AMENDMENTS TO THE CLAIMS:**

This listing of claims will replace all prior versions and listings of claims in the application:

1. (Currently Amended) An electronic network system adapted to generate cost reduction strategies for a target company, the network system comprising:
  - a cost lever analysis tool that (1) receives financial data inputs regarding the target company, (2) calculates normalized diagnostic information regarding the cost structure of the target company based on the financial data inputs, (3) displays the normalized diagnostic information, (4) receives cost levers based on the normalized diagnostic information, and (5) transmits the cost levers;
  - a cost reduction strategy tool that receives the cost levers, the strategy tool including:
    - a generation module that generates a cost reduction strategy for one or more of the cost levers;
    - a linking module that correlates the cost reduction strategy with corresponding ones of the cost levers; and
    - an implementation module that generates implementation information related to implementing the cost reduction strategy; and
    - an output module that outputs ~~signals representing~~ the cost reduction strategy and the implementation information.

wherein the cost lever analysis tool and the cost reduction strategy tool  
are run on at least one processor.

2. (Previously Presented) The network system according to claim 1, wherein the implementation information includes at least one of case studies, implementation plans, integration implications, and sample benefit and impact forecasts.

3. (Previously Presented) The network system according to claim 2, wherein the implementation information comprises hyperlinked documents.

4. (Previously Presented) The network system according to claim 3, wherein the documents can be cross-linked to each other.

5. (Previously Presented) The network system according to claim 2, wherein a plurality of case studies are correlated with each cost reduction strategy.

6. (Previously Presented) The network system according to claim 5, wherein the implementation information includes case studies derived from more than one industry.

7. (Previously Presented) The network system according to claim 1, wherein the output module generates a cost-reduction strategy template for the target company.

8. (Previously Presented) The network system according to claim 7, wherein the cost reduction strategy template includes the implementation information.

9. (Previously Presented) The network system according to claim 8, wherein the implementation information includes at least one of economic impacts, strategy goal summaries, expected implementation schedules and plans, projected cost considerations, and projected key benefits.

10. (Previously Presented) The network system according to claim 1, wherein the cost lever analysis tool further comprises a calculation module that calculates a total return to shareholders using a calculated return on invested capital, a calculated weighted average cost of capital, a calculated organic growth, and a calculated merger and acquisition growth based on the financial input data.

11. (Previously Presented) The network system according to claim 1, wherein the cost lever analysis tool generates summary reports, the summary reports including - at least one of metrics or diagnostic ratios of the target company.

12. (Previously Presented) The network system according to claim 11, wherein the summary reports include charts or diagrams comparing the metrics or the diagnostic ratios to baseline industry information.

13. (Previously Presented) The network system according to claim 12, wherein the baseline industry information comprises metrics or diagnostic ratios pertaining to industry competitors of the target company.

14. (Previously Presented) The network system according to claim 12, wherein the summary reports include shareholder return graphs, the shareholder return graphs comparing a growth compound annual growth rate to a spread for the target company and industry peers of the target company.

15. (Previously Presented) The network system according to claim 1, wherein at least one of the cost lever analysis tool, the cost reduction strategy tool, and the output module is located on a server electronically accessible by remote users.

16. (Currently Amended) A computer-readable storage medium encoded with instructions which, when executed on a processor, perform a method comprising:

receiving financial data inputs regarding a target company;

calculating normalized diagnostic information regarding the cost

structure of the target company based on the financial data

inputs;

displaying the normalized diagnostic information;

receiving cost levers of the target company based on the normalized

diagnostic information;

generating a cost reduction strategy for one or more of the cost levers;

correlating the cost reduction strategy with corresponding ones of the cost  
levers

generating implementation information related to implementing the cost  
reduction strategy; and  
outputting ~~signals representing~~ the cost reduction strategy and the  
implementation information.

17 (Previously Presented) The computer-readable storage medium  
according to claim 16, wherein the method further comprises generating a cost  
reduction strategy template for the target company.

18. (Previously Presented) The computer-readable storage medium  
according to claim 17, wherein the cost reduction strategy template includes the  
implementation information.

19. (Previously Presented) The computer-readable storage medium  
according to claim 18, wherein the implementation information includes at least one of  
economic impacts, strategy goal summaries, expected implementation schedules and  
plans, projected cost considerations, and projected key benefits.

20. (Previously Presented) The computer-readable storage medium  
according to claim 16, wherein the implementation information includes at least one of

case studies, implementation plans, integration implications, and sample benefit and impact forecasts.

21. (Previously Presented) The computer-readable storage medium according to claim 20, wherein the implementation information comprises hyperlinked documents.

22. (Previously Presented) The computer-readable storage medium according to claim 21, wherein the documents can be cross-linked to each other.

23. (Previously Presented) The computer-readable storage medium according to claim 20, wherein a plurality of case studies are correlated with the cost reduction strategy.

24. (Previously Presented) The computer-readable storage medium according to claim 23, wherein the implementation information includes case studies derived from more than one industry.

25. (Previously Presented) The computer-readable storage medium according to claim 16, wherein the calculating normalized diagnostic information comprises calculating a total return to shareholders using a calculated return on invested capital, calculating a weighted average cost of capital metric, calculating an organic growth metric, and calculating a merger and acquisition growth metric.

26. (Previously Presented) The computer-readable storage medium according to claim 16, wherein the displaying of the normalized diagnostic information comprises generating summary reports, the summary reports including at least one of metrics or diagnostic ratios of the target company.

27. (Previously Presented) The computer-readable storage medium according to claim 26, wherein the summary reports include charts or diagrams comparing the metrics or the diagnostic ratios to baseline industry information.

28. (Previously Presented) The computer-readable storage medium according to claim 27, wherein the baseline industry information comprises the metrics or the diagnostic ratios pertaining to industry competitors of the target company.

29. (Previously Presented) The computer-readable storage medium according to claim 27, wherein the summary reports include shareholder return graphs, the shareholder return graphs comparing a growth compound annual growth rate to a spread for the target company and industry peers of the target company.

30. (Previously Presented) The computer-readable storage medium according to claim 16, wherein the computer-readable storage medium is located on a network accessible to users to perform the method, and wherein the financial data

inputs are received electronically by the network from a remote electronic financial data repository.